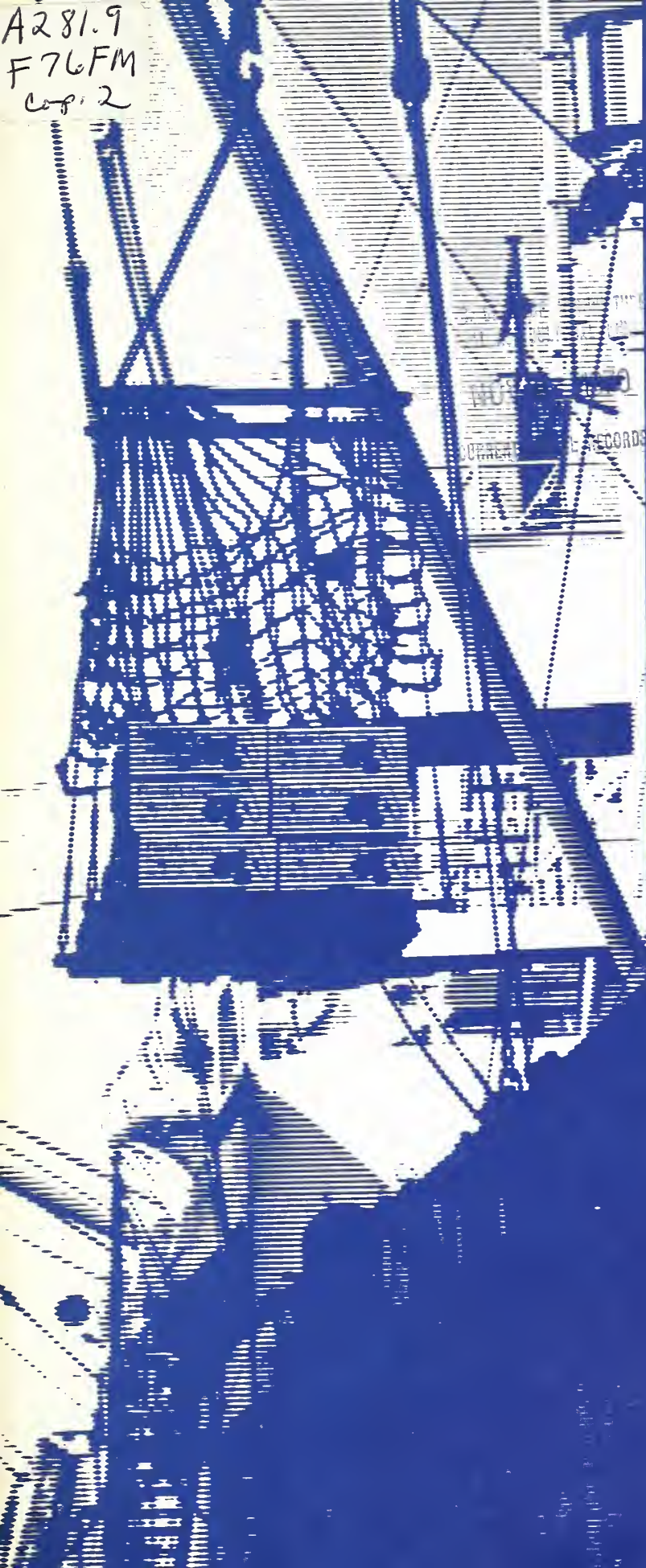


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INTRODUCTION

With the volume of U.S. food and agricultural exports nearly doubling since 1956, a heightened awareness has arisen of the need for information on foreign purchasing habits and preferences, on new markets and products, and on new techniques of export practices. This bibliography has been prepared to assist those involved in the exporting of food and agricultural products as a partial guide to the information already available.

Included herein are references to about 1,000 books, pamphlets, and government publications. No attempt has been made to include articles from periodicals, which can be easily located in periodical indexes. Although it is impossible to compile a complete list of all references on the subject, we have attempted to select the most important and up-to-date works for the use of the international trader.

To our knowledge this is the first comprehensive export bibliography exclusively devoted to food and agricultural exports. We hope it will prove useful in your work.

The author^{1/} wishes to thank the many government offices, libraries, and private institutions for use of their material in helping to make this bibliography possible.

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FOREIGN MARKET STRUCTURES AND DISTRIBUTION CHANNELS

Introduction:

As U.S. companies become more involved in the international food trade, they often establish subsidiaries in foreign countries. This direct distribution of their products in foreign markets requires a great amount of information concerning the market structures and distribution channels in those countries. This section has therefore been compiled in order to illustrate the numerous studies that have already been done by foreign governments and institutions on their own domestic markets. Although this compilation is not totally exhaustive of all studies, it does indicate the tremendous volume of research that is available for pre-investment studies. Further information on this subject can be obtained usually from the Ministry of Agriculture and/or Trade in each country.

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